

DOCUMENT RESUME

ED 278 852

CE 046 406

AUTHOR Burrow, Jim; Schwamman, Faye
TITLE Computer Applications in Marketing. An Annotated Bibliography of Computer Software.
INSTITUTION University of Northern Iowa, Cedar Falls. School of Business.
SPONS AGENCY Iowa State Dept. of Public Instruction, Des Moines. Div. of Career Education.
PUB DATE Jun 86
GRANT FCS-86-02-01
NOTE 99p.
PUB TYPE Reference Materials - Bibliographies (131)

EDRS PRICE MF01/PC04 Plus Postage.
DESCRIPTORS *Advertising; Annotated Bibliographies; *Business Administration; Business Education; Computer Assisted Instruction; Computer Software Reviews; *Computer Uses in Education; *Courseware; Decision Making; Development; *Distributive Education; *Marketing; Postsecondary Education; Publicity; Secondary Education

IDENTIFIERS Pricing

ABSTRACT

This bibliography contains annotations of 95 items of educational and business software with applications in seven marketing and business functions. The annotations, which appear in alphabetical order by title, provide this information: category (related application), title, date, source and price, equipment, supplementary materials, description (content review, evaluation of educational complexity and quality), use level, and length. The marketing and business functions by which the software is categorized are: product development, pricing/finance, promotion, distribution, operating, management/decision making, and business basics. A contents index enables users to locate the relevant entries for each category. Software is suitable for secondary and postsecondary marketing education. (YLB)

* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *

ED278852

FCS-86-02-01

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)

- ☒ This document has been reproduced as received from the person or organization originating it.
- ☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

"PERMISSION TO REPRODUCE THIS
MATERIAL HAS BEEN GRANTED BY

G. A. Thoma

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC)."

COMPUTER APPLICATIONS IN MARKETING

Developed By

Jim Burrow
Faye Schwamman
School of Business
University of Northern Iowa
Cedar Falls, IA 50614

June, 1986

This booklet was developed under a grant funded by Public Law 94-482 through the Iowa Department of Public Instruction, Career Education Division. Grant Number: FCS-86-02-01.

CONTENTS
Divided by Category

SOFTWARE CATEGORY	PAGE NUMBERS
Product Development	57, 88, 91, 92
Pricing/Finance	3, 5, 9, 14, 32, 41, 43, 71, 86
Promotion	2, 12, 31, 33, 44, 46, 58, 59, 67, 68, 69, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 94
Distribution	15, 30, 45, 60, 73, 89
Operating	1, 13, 28, 29, 48, 52, 63, 72
Management/Decision Making	4, 6, 7, 8, 10, 26, 27, 34, 35, 36, 37, 38, 39, 40, 42, 49, 50, 53, 54, 62, 87, 90, 93
Business Basics	11, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 47, 51, 55, 56, 61, 64, 65, 66, 70, 95

CATEGORY

Operating

Title Accts/Receiv/Invoicing/Sales Analysis Ver 2.40 Date March, 1979

Source

\$99--Taranto and Associates, Inc.
121 Paul Drive
P.O. Box 6216
San Rafael, CA 94903
415-472-2670

Equipment IBM PC

Supplementary Materials

Description

An on-line interactive system that is invoice oriented. Sales analysis with commission reporting, by product or by sales. File size limited only by available disk space. Prints the actual invoice. Up to 57 individual items may be billed on a single invoice. Mailing and shipping label program. Alphabetic or zip code sequence, range selection capability, and customer statements are printed. It is linked to the general ledger system and will post to applicable general ledger accounts. Reports include: listing of invoices not yet billed, open items, aging analysis of open items, sales update, sales analysis, and seller summary.

Use Level

Length

CATEGORY
Promotion

Title Advertising Techniques Date _____

Source

\$24.95--MicroLearning Ware
P.O. Box 307
Mankato, MN 56001
507-625-2205

Equipment Apple II, II+, IIe

Supplementary Materials

Description

This tutorial package teaches general advertising concepts rather than providing realistic "how to" instruction for small business people who need to learn how to do their own advertising; however, it would serve as an instruction to the topic.

Use Level

Length

CATEGORY
Pricing/Finance

Title Ag Marketing and Commodity Futures **Date** _____

Source

\$50--MicroLearning Ware
P.O. Box 307
Mankato, MN 56001
507-625-2205

Equipment Apple II, IIC, IIe

Supplementary Materials

Description

Allows user to evaluate the different marketing alternatives of hedging, forward contracts, cash, and speculating cash price. This takes into consideration the cost to carry the commodity. These analyses may be run on stored grains, planted crops, and livestock. There are also programs to analyze what actually happened on the market after the fact for each of those major alternatives. This will also take into consideration the actual cost to carry. The user may also maintain up to 10 future accounts on the computer. The program will account for initial margin, margin changes, margin additions, interest on the contract, and brokerage fees. The price may be entered and the profit on the account may be obtained daily. Corrections may be made to the account at any time. When an account is closed out, it can be deleted from the disk.

Use Level

Length

CATEGORY

Management/Decision Making

Title Amusement Park Date _____

Source

\$35.95--Science Research Association, Inc.
155 North Wacker Drive
Chicago, IL 60606
312-984-7000

Equipment IBM PC, PC jr.

Supplementary Materials

Description

Simulates operating an amusement park including buying equipment and food, advertising, and paying workers. The player uses skills involving whole numbers and decimals to make business decisions.

Use Level Elementary/junior high levels

Length

CATEGORY
Pricing/Finance

Title The Apple Market Date _____

Source

\$70--Diversified Educational Enterprises, Inc.
725 Main Street
Lafayette, IN 47901
317-742-2690

Equipment Enhanced PC jr., PC

Supplementary Materials

Description

A learning module demonstrating generation of a market demand curve, identification of equilibrium prices/quantities and setting of prices by a monopolistic seller in order to obtain maximum profit.

Use Level Senior high/college levels

Length

CATEGORY
Management/Decision Making

Title Art and Science of Decision Making Date _____

Source
\$95--Softext Publishing Company
17 East 45th Street
New York, NY 10017
212-986-5985

Equipment IBM PC

Supplementary Materials

Description

A complete, easy-to-read textbook/software package which introduces reader to the basic ideas of quantitative decision making. The general decision making techniques are developed.

Use Level Senior high/college levels

Length

CATEGORY
Management/Decision Making

Title Basic Business Forecasting Date _____

Source
\$95--Softext Publishing Corporation
17 East 45th Street
New York, NY 10017
212-986-5985

Equipment IBM PC

Supplementary Materials

Description

A complete, easy-to-read textbook/software package covering the ideas and methods of forecasting. Techniques used include: data smoothing, moving averages, exponential smoothing, extrapolation, curve fitting, and seasonal analysis.

Use Level Senior high/college levels

Length

CATEGORY

Management/Decision Making

Title Bottomline Game Date _____

Source

\$295--ILAR Systems, Inc.
1300 Dove Street
Suite 105
Newport Beach, CA 92660
714-476-2842

Equipment IBM Enhanced PC jr., PC

Supplementary Materials

Description

A business simulation model using realistic financial, marketing, and production data. Allows participants to improve their business acumen by dynamic interactive participation producing ranked results.

Use Level Senior high/college levels

Length

CATEGORY

Pricing/Finance

Title Bottomline V--A Financial Decision Support System Date March, 1985

Source

\$395--ILAR Systems, Inc.
 1300 Dove Street
 Suite 105
 Newport Beach, CA 92660
 714-476-2842

Equipment IBM PC, PC jr.

Supplementary Materials

Description

Teaches sales forecasting, budgeting, cash flow, and break-even analysis. In addition, it teaches the fine points of accounting and financial analysis through income statements, balance sheets, and financial ratio analysis.

Use Level Senior high/college levels

Length

CATEGORY
Management/Decision Making

Title Business Basics--A VisiCalc Template Date _____

Source

\$76--Exec Systems
P.O. Box 192
Clinton, MD 20735
301-868-5487

Equipment Apple Computers

Supplementary Materials

Description

Two disks full of the most commonly asked for, professionally formatted reports and analysis. Included are templates for cash flow, break-even, product sales, sales goals, contracts bidding, checking accounts, inventory, profit/loss, basic budgeting, operating costs, job/task planning, project analysis, and others to assist the business manager in today's demanding business environment. Each is adaptable and copyable.

Use Level

Length

CATEGORY
Business Basics

Title Business Education Utilities Date _____

Source

\$45--Minnesota Educational Computing Corporation (MECC)
3490 Lexington Avenue North
St. Paul, MN 55112
612-481-3618

Equipment IBM PC, PC jr., Apple II, II+, IIc, IIE

Supplementary Materials

Description

Contains a collection of practical programs designed to be used in business education settings. The programs cover such topics as interest on installment buying, effects of simple and compound interest on installment buying, effects of simple and compound interest, loan amortization, business financial reports, money supply, payroll, and the 1040A tax form. Support materials provide worksheets and input forms for use by the students.

Use Level Senior high/college levels

Length

CATEGORY
Promotion

Title Business Information Systems Date June, 1984

Source

\$315--Financial Planning Software
4517 North Sterling Avenue
Peoria, IL 61615
800-447-0683

Equipment IBM PC

Supplementary Materials

Description

Data management and marketing tool used to maintain business client information and qualify prospects. Provides a simple, powerful method of maintaining information on business clients and prospects. The speed and flexibility make it a unique marketing tool when selecting qualified prospects. Codes used to categorize clients are defined by the user with these codes. You can easily "pull" from the client data file all clients meeting specified criteria. The list of selected clients can be printed on the screen, on a printer, or to a disk file to be merged with a letter.

Use Level

Length

CATEGORY
Operating

Title Business Inventory Manager Date _____

Source

\$49.95--Gregg/McGraw-Hill
13955 Manchester Road
Manchester, MO 63011
314-256-2300

Equipment IBM PC, TRS-80, Apple/CPM

Supplementary Materials

Description

Here's a single package to demonstrate the automation of inventory control. Concepts such as current or replacement value, depreciation, and insurance planning are part of the applied learning implicit in inventory management. Full information is always handy on acquisition date and cost, current or replacement value, serial numbers, and location--a real boon for insurance planning, depreciation, and more.

Use Level

Length

CATEGORY
Pricing/Finance

Title Business Multi-Pack **Date** _____

Source

\$99.95--Source View Corporation
835 Castro Street
Martinez, CA 94553
415-680-0202

Equipment Radio Shack

Supplementary Materials

Description

Blends four important business functions, including sales forecasting (arithmetic average, regression analysis, exponential smoothing, future analysis), determines the economic order quantity, LIFO or FIFO inventory analysis, and a cache of general business utilities. These utilities include: pricing merchandise to achieve a desired profit margin, a perpetual calendar, future value of a preset sum, present value of a future sum, and an amortization schedule.

Use Level

Length

CATEGORY
Distribution

Title Business Package II Date _____

Source

\$100--Compusco
26251 Via Roble
P.O. Box 2325
Mission Viejo, CA 92690
800-824-7888

Equipment Apple II

Supplementary Materials

Description

This system is a complete purchasing and inventory program for the small business. The capacity is almost unlimited as disk files can be added with ease as you need them. The system maintains stock levels, costs, vendor source, retail price, and total value. Ordering is as easy as selecting a vendor. The purchasing package includes statistical tools for demand estimation, profitability, order point determination, and purchase discount/investment analysis.

Use Level

Length

CATEGORY**Business Basics**

Title Business Quiz: Banking **Date** _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials**Description**

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Business Basics

Title Business Quiz: Business Law Date _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY

Business Basics

Title Business Quiz: Economics Date _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Business Basics

Title Business Quiz: Insurance Date _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Business Basics

Title Business Quiz: Marketing Considerations Date _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials

Description

Covers a fairly good range of marketing concepts, including channels of distribution, promotional mix, market identification, marketing strategies, and business cycles. Some questions on test are very difficult for high school students to comprehend, but overall it is an excellent source for test questions.

Use Level High school level

Length

CATEGORY
Business Basics

Title Business Quiz: Marketing Fundamentals Date _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Business Basics

Title Business Quiz: Parliamentary Procedure I Date _____

Source
\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Business Basics

Title Business Quiz: Parliamentary Procedure II Date _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Business Basics

Title Business Quiz: Products and Prices Date _____

Source

\$65--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IIe, IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY

Business Basics

Title Business Quiz: Typing Date _____

Source

\$65--IDECC: The Ohio State University
 1564 West First Avenue
 Columbus, OH 43212
 614-486-6708

Equipment Apple II, IIe, and IIc

Supplementary Materials

Description

Provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams. Students can use it "on-line" or print copies of tests and keys. It is so easy to use, you may not even need the documentation (included). It will help build your students' confidence as they learn that the computer can be friendly.

Use Level

Length

CATEGORY
Management/Decision Making

Title Cartels and Cutthroats Date _____

\$39.95--Strategic Simulations
1046 North Rengstorfsf
Mountain View, CA 94043
415-964-1353

Source

Equipment Apple II, II+, IIe

Supplementary Materials

Description

This is a business management simulation game. The game accepts up to six players or teams. Each player is required to set production levels, purchase raw materials, set selling price, make advertising decisions, and perform several management functions. In addition, the program provides complicating factors with which companies must contend, such as strikes, technological advances, changing interest rates, and others. Each player receives profit and loss statements, balance sheets, sales reports, and other management reports.

Use Level Senior high/college levels

Length

Class

CATEGORY
Management/Decision Making

Title Choices Date 1984

Source

\$20--Joint Council on Economic Education
2 Park Avenue
New York, NY 10016
212-685-5499

Equipment Apple II, IIe, II+

Supplementary Materials

Description

Gives students practice in systematic decision-making with the aid of a five-step plan. Presents the concepts of scarcity and opportunity cost and explains the need to make choices. Guides students in applying the plan to a given problem as well as to problems formulated by students.

Use Level Grades 5-8

Length

CATEGORY
Operating

Title Client Billing Manager Date _____

Source

\$49.95--Gregg/McGraw-Hill
13955 Manchester Road
Manchester, MO 63011
314-256-2300

Equipment IBM PC, TRS-80, Apple/CPM

Supplementary Materials

Description

This package is ideal for work-flow simulations where students are "employed" by a specific company. Client Billing Manager keeps track of time, billing rates for each employee, and client expenses--and it automatically does the math to calculate billable charges. The program can also age accounts, show year-to-date billings, and much more.

Use Level

Length

CATEGORY

Operating

Title Client Progress Notes Date _____

Source

\$75--Applied Innovations, Inc.
 South Kingstown Office Park
 Suite A-1
 Wakefield, RI 02879
 401-789-5081

Equipment Apple II+ and IIe

Supplementary Materials

Description

Computerizes records of client activity. Displays and prints notes for selected sessions.

Use Level

Length

CATEGORY

Distribution

Title Computerized Inventory Procedures Date 1986

Source

\$42.50 or \$59.50 (depending on model of computer)--South-Western Publishing Company
355 Conde Street
West Chicago, IL 60185
312-231-6000

Equipment TRS-80 Model III and Model 4, Apple II Plus, IIe, and IIc, IBM PC

Supplementary Materials Text-workbook \$8.25

Description

This comprehensive text-workbook covers basic inventory concepts, computerized systems, and inventory applications. As students manage a computerized inventory system already programmed on the software, they further develop their understanding of inventory terminology and concepts, the importance of sound inventory management, and common inventory methods. Also included is a program and extra diskette space for any inventory which students might want to develop for added experience or actual use--for instance, school store supplies, auto shop parts, or home economics supplies.

Use Level Senior high level

Length

CATEGORY

Promotion

Title Contacts Date August, 1984

Source

\$29.95--Hayes Microcomputer Products
5923 Peachtree Industrial Blvd.
Norcross, GA 30092
404-449-8791

Equipment

Supplementary Materials

Description

Application template for the Please data management system. Manage facts and figures about your sales contacts.

Use Level

Length

CATEGORY
Pricing/Finance

Title Creative Financing **Date** March, 1981

Source

\$99--Howard Software Services
7722 Hosford Avenue, Dept. C
Los Angeles, CA 90045
213-645-4069

Equipment Applesoft

Supplementary Materials

Description

Figures true cost of complex loan packages, including the value of money (inflation).
Tabulates principal, interest, and depreciation. Provides report format for submission
to clients; fully error tolerant. Computes PV, NPV, RO1, etc., as well.

Use Level

Length

CATEGORY

Promotion

Title Customer Records Manager Date _____

Source

\$49.95--Gregg/McGraw-Hill
 13955 Manchester Road
 Manchester, MO 63011
 314-256-2300

Equipment IBM PC, TRS-80, Apple/CPM

Supplementary Materials

Description

For courses that include simulated business activities, here's a powerful way to organize, manage, and report customer credit information, sales volume, date of last order, and even customer contacts--as well as names, addresses, and telephone numbers. Customer Records Manager makes it easy to generate cards, labels, lists, and other documents by account type, credit line, or location. By specifying customer criteria, students can pinpoint the best prospects for a new sales campaign.

Use Level

Length

CATEGORY
Management/Decision Making

Title Data Plotting Software for Micros Date _____

Source

\$21.50--Kern Publications
433 Washington Street
P.O. Box 1029CA
Duxbury, MA 02332
617-826-0095

Equipment IBM PC

Supplementary Materials

Description

A collection of 21 programs in BASICA for statistics and data plotting. Draws histograms, pie charts, log and semi-log plots, bar charts, stock market charts, and 3D view of surfaces plus performs regression analysis and curve fitting. Programs are menu-driven, modular, and fully documented alongside theory and equations. You can use these programs as they are or modify and combine them for special applications, but if you want to write your own data plotting software, you will find these programs to be valuable building blocks.

Use Level Senior high/college levels

Length

CATEGORY

Management/Decision Making

Title The Donut Franchise Date 1984

Source

\$199--Gregg/McGraw-Hill
13955 Manchester Road
Manchester, MO 63011
314-256-2300

Equipment Apple II with Applesoft, II Plus, IIe, or IIc, TRS-80 Model II or 4, IBM PC

Supplementary Materials Student manual \$5.56--gives students all the information they need to make decision. The manual also provides the forms required, sample printouts, and a glossary.

Description

The software sets this computer-assisted simulation in a chain of donut shops acquired and franchised by SSweetco. In this short, user-friendly simulation, students make key decisions about pricing, ordering, advertising, personnel, and leasing or buying equipment. Working in groups, they can compete with one another to return the largest profit. For easy classroom management, The Donut Simulation is instructor-administered and contains self-correcting features. A User's Guide provides instructions for course management and for running the software.

Use Level

Length

CATEGORY
Management/Decision Making

Title Enterprise Sandwich Shops Date 1983

Source

\$199--Gregg/McGraw-Hill
13955 Manchester Road
Manchester, MO 63011
314-256-2300

Equipment Apple II with Applesoft, II Plus, IIe, or IIc, TRS-80 Model III or 4, IBM PC

Supplementary Materials Student instructions \$3.16

Description

A small business simulation to stimulate learning of basic business and economic concepts. Students manage a sandwich shop for an eight-month period and make decisions regarding the marketing efforts and the operations of the business. Their decisions are input into a computer that processes the data and provides a variety of financial and marketing information. Students analyze the results of their decisions from the printouts generated. The Student Instructions for Enterprise Sandwich Shops gives students all the information they need to make decisions involving pricing, purchasing, promotion, and staffing for their team's sandwich shops. The manual also provides the forms required, sample printouts of monthly income statements, and a glossary. Enterprise Sandwich Shops requires no previous computer knowledge. It is instructor-controlled and contains self-correcting features for easy management.

Use Level

Length five to twelve hours

CATEGORY

Management/Decision Making

Title Forecasting Software System Date _____

Source

\$295--Softext Publishing Corporation
17 East 45th Street
New York, NY 10017
212-986-5985

Equipment IBM PC

Supplementary Materials

Description

A mainframe type of forecasting system designed to meet the needs of all areas of forecasting including business, finance, and manufacturing. In addition to powerful forecasting routines, there are extensive database manipulation routines and graphics.

Use Level Senior high/college levels

Length

CATEGORY

Management/Decision Making

Title Free Enterprise Date _____

Source

\$100--Science Research Associates
155 North Wacker Drive
Chicago, IL 60606
312-984-7000

Equipment Apple II+, IBM PC

Supplementary Materials

Description

This is a simulation of companies making the same product. Up to six students or groups of students are allowed to compete against each other. The measure of success is overall profit or some other agreed-upon criterion. The individuals or teams make quarterly decisions for competitive companies, under given economic, production, and marketing conditions.

Use Level Senior high/college levels

Length

CATEGORY

Management/Decision Making

Title Future Date _____

Source

\$59.95--Decision Science Software
 P.O. Box 7876
 Austin, TX 78713
 512-926-4899

Equipment Apple II, IBM PC, Radio Shack TRS-80 III

Supplementary Materials

Description

An interactive computer model that forecasts using time series data. The data may represent any relevant variable such as sales, costs, etc. Future has a built-in "sample" data set, which will accept a new series of data or retrieve an old series of data. The data set may be listed, added to, or deleted. It has six methods of forecasting: average, regression, seasonal, moving average, exponential smoothing, trend and seasonal. The program will provide the following analyses: detailed forecast, correlation coefficient, confidence limits, plot of history, and forecast.

Use Level

Length

CATEGORY
Management/Decision Making

Title Gadgetronics--A Retail Decision-Making Simulation Date 1985

Source

\$42.50--South-Western Publishing Company
355 Conde Street
West Chicago, IL 60185
312-231-6000

Equipment TRS-80 Model III and Model 4, Apple II Plus, IIe, IIc, and IBM PC

Supplementary Materials Text-workbook \$7.95

Description

Gadgetronics is a retailing business that sells electronic products. This package consists of a series of 5 simulations, each dealing with Gadgetronics product lines--radios, albums and tapes, video game cartridges, microcomputers, and calculators. Students, working individually or in teams, begin their companies with one product line and gradually expand to five. Using computer-produced data to assist them, they learn to make decisions concerning the ordering and pricing of products, advertising, sales promotion, hiring, personnel policies, and the opening and closing of stores. This simulation is ideal for use in marketing, retailing, and management classes.

Use Level Senior high level

Length

CATEGORY
Pricing/Finance

Title Hot Dog Stand: Survival Math Skills Date _____

Source

\$55--Sunburst Communications, Inc.
39 Washington Avenue
Box 40
Pleasantville, NY 10570-9971
800-431-1934

Equipment IBM PC, PC jr.; requires color graphics card

Supplementary Materials

Description

Students put on entrepreneurial hats and practice math skills as they run a hot dog stand at their school's football games to raise money. Students must stock their shelves and price their items with several variables in mind: crowd size and consumption vary with the weather, type of game, time of day, and day of week. Customers expect courtesy kits when they purchase hot dogs. Hot dogs cannot be sold without buns and vice versa. Pricing may influence consumption. Perishable food not sold within a week is lost. Includes backup disk.

Use Level Grade 6 through college levels

Length

CATEGORY

Management/Decision Making

Title IBM/PC Guide to Marginal Analysis Date _____**Source**

\$49.95--Banbury Books, Inc.
353 West Lancaster Avenue
Wayne, PA 19087
800-223-7075

Equipment IBM PC

Supplementary Materials**Description**

This package helps you analyze the relationships among cost, volume, and profit. The program also helps you make such business decisions as whether to drop and add a product, make or buy a component, and increase advertising expenditures.

Use Level

Length

CATEGORY
Pricing/Finance

Title IBM/PC Guide to Pricing **Date** _____

Source

\$49.95--Banbury Books, Inc.
353 West Lancaster Avenue
Wayne, PA 19087
800-223-7075

Equipment IBM PC

Supplementary Materials

Description

This package helps you choose the best price without losing sales or shaving profits. It places special emphasis on determining costs and competitive analysis.

Use Level

Length

CATEGORY

Promotion

Title IBM/PC Guide to Sales Forecasting **Date** _____**Source**

\$39.95--Banbury Books, Inc.
353 West Lancaster Avenue.
Wayne, PA 19087
800-223-7075

Equipment IBM PC**Supplementary Materials****Description**

This program makes well-documented, accurate sales forecasts possible. Includes ten quantitative methods and five qualitative forecasting methods.

Use Level**Length**

CATEGORY

Distribution

Title Inventory PacDate March, 1978**Source**

\$89.95--Charles Mann & Associates
7594 San Remo Trail
Yucca Valley, CA 92284
714-365-9718

Equipment Apples

Supplementary Materials

Description

Program is specifically designed set of purchasing tools, inventory management tests, and a general purpose terminal inventory program. Using the package you will never again run out of those popular items. The system allows you to create sub-classes within your inventory to represent product lines, storage locations, or branch operations. The system is loaded with such special features as a vendor stock display routine which allows you to draw out and display all items you get from any particular vendor. The system allows you to display all items of a given description regardless of which vendor is your source.

Use Level

Length

CATEGORY

Promotion

Title Know Your Client Date October, 1982

Source

\$92.95--Execuware, Inc.
4018 Country Club Road
Winston-Salem, NC 27104
919-760-3576

Equipment Apple II, IIe, IBM PC

Supplementary Materials

Description

This is a BASIC program that lets you enter, maintain, and report information about clients and prospects. It allows you to keep name and address information by company address and home address for each client or prospective client with whom you have frequent contact. This program would be more useful to salespeople who sell products which have a long sales cycle, or to those who otherwise require repeated phone, letter, or face-to-face contact with clients over several weeks or longer. However, any company could use Know Your Client to maintain customer information. The software does not do anything that a generalized data management system, such as dBASE II, could do. However, because it is designed specifically for sales prospecting, it will be easier to use for that application than a generalized database system. In addition, you will not have to design your own sales prospecting database or "program" the system to get it going. This package satisfactorily addresses a specific need to do sales prospecting.

Use Level

Length

CATEGORY
Business Basics

Title Macroeconomics Date _____

Source

\$34.95--Intellectual Software
A Division of Queue Inc.
798 North Avenue
Bridgeport, CT 06606
203-335-0906

Equipment Apple II, II+, IIe, IBM PC, PC jr.

Supplementary Materials

Description

The subjects include: The Nature of Economics, National Income, Accounting, Income Determination, Fiscal Policy, Monetary Policy, and Inflation and Depression.

Use Level Junior high through college levels

Length

CATEGORY

Operating

Title Mail Power Date _____

Source

\$34.95--Systems Design Laboratory
 2412 Artesia Blvd.
 Suite B
 Redondo Beach, CA 90278
 213-374-4471

Equipment Apple II

Supplementary Materials

Description

Mailing system with upper/lower case capability, complete search and list functions, four-way data output capability, and much more. Mail Power is the mailing management system that makes form letter processing a reality when used with Text Power. Inserts date, address, or salutation anywhere in the letter when used with Text Power. Complete search and list functions. Directly links with another super fast sort routine. Four-way data output capability.

Use Level

Length

CATEGORY

Management/Decision Making

Title Marketing Peanut Butter Date 1985

Source

\$199--Gregg/McGraw-Hill
13955 Manchester Road
Manchester, MO 63011
314-256-2300

Equipment Apple II with Applesoft, II Plus, IIe, or IIc, TRS-80 Model III or 4,
IBM PC

Supplementary Materials manual \$4.76; adopters may make unlimited copies of the
disks for use within their departments.

Description

An exciting addition to your course, for use with Introduction to Marketing or any other marketing text. This absorbing microcomputer simulation enables students to make decisions on product, price, place, promotion, and personnel for a small corporation--and see the results of their actions immediately. In the simulation, students compete as members of a marketing management team for one of four regional peanut butter manufacturers. They make choices about expanding the product line, penetrating new markets, repositioning products, pricing, and advertising and promotion considerations. As a result, they develop a practical understanding of the importance of strategic integration of the marketing mix. What's more, they gain first-hand knowledge of the crucial role of market segmentation and targeting in the real business world.

Use Level

Length

CATEGORY

Management/Decision Making

Title The Marketing Toolkit Date _____\$22.95--Addison-Wesley Company
Reading, MA 01867

Source

Equipment IBM PC

Supplementary Materials Case book

Description

A set of 42 cases that can be solved using marketing decision-making tools contained on the diskette. A useful supplement to a principles of marketing class to show applications of specific marketing concepts. The marketing tools on the diskette can be used for other marketing decisions as well.

Use Level Advanced secondary/postsecondary/collegiate

Length

CATEGORY
Business Basics

Title Marketplace Date 1984

Source

\$20--Joint Council on Economic Education
2 Park Avenue
New York, NY 10016
212-685-5499

Equipment Apple II, IIe, II+

Supplementary Materials

Description

Tutorial on price determination; three levels of difficulty. Introduces the principles of supply and demand and their determinants; effects of shifts in supply and demand on market price; and effect on market price of pairs of substitute goods where there is a shift in the demand for or supply of one of the goods. Suitable for class lecture/demonstration. Sound.

Use Level Grades 10-12

Length

CATEGORY

Operations

Title MCI Mail Access Date _____

Source

\$49.95--Software Publishing Corporation
 1901 Landings Drive
 Mountain View, CA 94043
 415-962-8910

Equipment IBM PC, Apple IIC, Apple IIe

Supplementary Materials

Description

MCI is a marketing and communications package. It will dial up and sign on automatically and send files created on word processing and spreadsheet programs of popular personal computers. This is an enhanced version of PFS: ACCESS.

Use Level

Length

CATEGORY
Management/Decision Making

Title Merchandising Game Date _____

Source

Ohio Distributive Education Materials Lab
 1885 Neil Avenue
 115 Townshend Hall
 Columbus, OH 43210

Equipment Apples

Supplementary Materials Instructor book; VisiCalc templates prepared by John Kidney

Description

A decision-making simulation in which participants purchase merchandise, select the number of salespeople, and establish the retail price of merchandise. Students are introduced to the economic concepts of supply and demand, competition, income, costs, and profits.

Use Level Secondary/postsecondary

Length One class period for each month's decisions; up to 12 months of decisions

CATEGORY
Management/Decision Making

Title Microcomputer Exercises in Marketing Date _____

Source

Free with the purchase of the text Marketing Plus. Contact vendor for price quote without text--John Wiley & Sons, Inc.

605 Third Avenue
New York, NY 10158
212-850-6609

Equipment IBM PC

Supplementary Materials Can be used with any marketing textbook; author recommends Marketing Plus.

Description

Seven exercises are included and cover the main content of the introductory course. Students will:

- °Review an overall marketing strategy as the Director of Marketing for a national chain of outlet malls.
- °Analyze sociological, psychological, and perceptual data as a Marketing Researcher for a consumer products consulting firm.
- °Introduce a new line of personal care products while serving as a Product Manager.
- °Evaluate buying, warehousing, and inventory tactics as a Retail Franchise Owner faced with increased competition from wholesalers and catalogues.
- °Analyze pricing decisions for a large recreation resort that combines amusement parks and full resort facilities.
- °Serve as Sales Manager for a multi-line manufacturer and distributor of consumer and custom paper products.
- °Advise clients on major marketing policy decisions while acting as a Marketing Consultant for a multinational consulting firm.

Use Level

Length Each exercise takes 30 minutes to an hour

CATEGORY
Business Basics

Title Microcomputer Simulations in Business Date 1986

Source

\$49.50--South-Western Publishing Company
355 Conde Street
West Chicago, IL 60185
312-231-6000

Equipment TRS-80 Model III and Model IV, Apple II Plus, Apple IIe, and Apple IIc,
IBM PC and IBM PC jr., Tandy 1000

Supplementary Materials

Description

This timely simulation prepares students to use microcomputers in solving business problems and completing a wide range of office tasks. The following are some of the jobs they perform: (1) for a service company--computing yearly cost and income projections; (2) for a mail-order company--developing and maintaining an up-to-date mailing list; (3) for a wholesale distributor--expense report comparisons with graphs; (4) for a retail store--creating and maintaining an up-to-date automated inventory system; (5) for a retail store--financial statement analysis. As students are preparing to do these tasks, they learn each company's particular terminology by using an electronic dictionary.

Use Level

Length Can be completed in approximately 25 hours

CATEGORY
Business Basics

Title Microeconomics Date _____

Source

\$34.95--Intellectual Software
A Division of Queue, Inc.
798 North Avenue
Bridgeport, CT 06606
203-335-0906

Equipment Apple II, II+, IIe, IBM PC

Supplementary Materials

Description

Topics included in this program are: Demand, Supply and Equilibrium Price,
Theory of Consumer Demand, Theory of Production and Imperfect Competition.

Use Level Junior high through college levels

Length

CATEGORY**Product Development and Research**

Title Micromarkets II **Date** _____

Source

\$99--Orrington Economics, Inc.
P.O. Box 3756
Arlington, VA 22203
703-527-5990

Equipment Apples, IBM PC

Supplementary Materials**Description**

Designed for use to assess market potential and sales performance. Designed for easy use with Visicalc, it provides ready access to detailed demographic and retail sales data for each state and for each of the 200 largest metropolitan areas. Micromarkets II includes data from the 1980 census and 1983 updates. Define specific trading areas and measure of market potential, or add your own sales data and evaluate your regional sales performance. No additional programming is required.

Use Level

Length

CATEGORY
Promotion

Title Micro-Sales Date _____

Source

\$29.95--Susie Software
709 Wilshire Drive
Mt. Prospect, IL 60056
312-394-5165

Equipment Radio Shack TRS-80 Model 100

Supplementary Materials

Description

Designed for forms-generation sales management. It prints invoices, receipts, sales orders, and purchase orders. Also allows users to enter data about customers and products while in the field, save the information in RAM files, and complete the paperwork with a touch of a button back at the office. The menu-drive program includes commands for handling sales tax and discounts. (See description on Micro-Sales II)

Use Level

Length

CATEGORY
PromotionTitle Micro-Sales II Date _____**Source**

\$38--Susie Software
709 Wilshire Drive
Mt. Prospect, IL 60056
312-394-5165

Equipment Radio Shack TRS-80 Model 100

Supplementary Materials**Description**

This enhanced version of Micro-Sales adds additional functions including editing functions plus the capability to generate packing slips and statements. It also supports both taxable and non-taxable items on the same form.

Use Level

Length

CATEGORY
Distribution

Title Microstore Inventory Program Date _____

Source

\$150--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II, IBM, Commodore 64

Supplementary Materials

Description

MicroStore is a user-friendly software package designed specifically for student use. It is extremely simple and easily used in virtually any school store or retail simulation. MicroStore is intended for immediate hands-on use by high school or postsecondary students; it provides an ideal mechanism for teaching the concepts of inventory control in a realistic environment.

MicroStore's main menu offers nine basic options including inventory control, profit and loss, transfer sales, file sort, change file names, phone list, update inventory, file report, and end of year.

Use Level

Length

CATEGORY
Business Basics

Title National DECA Competitive Events Date _____

Source

\$15--DECA Related Materials
1908 Association Drive
Reston, VA 22091
703-860-5000

Equipment Apple II, II+, IIe, TRS 80 Model III and IV, IBM PC

Supplementary Materials

Description

Comprehensive exam software that provides 100 test items in each series event; allows your chapter members to use an interactive computer program; provides descriptive explanations of correct answers; provides an opportunity for drill and practice for competition; sharpens your chapter members' computer literacy; familiarizes your chapter members with a new test format; and gives your chapter members a competitive edge in series competition. Fourteen disks available.

Use Level

Length

CATEGORY
Management/Decision Making

Title Novel Ideas: A Microcomputer Simulation Date 1986

Source

\$99--Gregg/McGraw-Hill
13955 Manchester Road
Manchester, MO 63011
314-256-2300

Equipment Apple IIc, IIe, II plus, or II with Applesoft, TRS-80 Model III or 4,
IBM PC

Supplementary Materials Teacher's Manual and Key; Marketing Practices and Principles,
Fourth Edition, \$14.49; manual, \$6.18

Description

Students compete as managers of firms marketing novelty items in this absorbing teacher-controlled simulation for use with Marketing Practices and Principles, Fourth Edition, by Mason, Rath, Husted, and Lynch. Working in teams, they decide questions of product, price, place, and promotion for four simulated quarters. In order to make these decisions, students examine production reports, market research results, and income statements. No computer experience is required. In this flexible simulation, the teacher can easily change both economic and market conditions, and modify demand to account for superior student projects in product design and promotional planning.

Use Level Senior high school

Length 6 to 15 hours

CATEGORY
Operating

Title Order Scheduler Date August, 1979

Source

\$150--High Technology, Inc.
Box 14665
8001 North Classon Blvd.
Oklahoma City, OK 73113

Equipment Apple II; Apple II+

Supplementary Materials

Description

Maintains up-to-date purchase order information, including total items on order, shipping schedule, backorder quantity, and more. Enables distributor or manufacturer to automatically maintain up-to-date purchase order information including total quantities of such items to be shipped on the scheduled date and the backorder quantity. This program will prioritize purchase orders by the date received and then by desired ship date, print report listing up-to-date purchase order information. Also, the purchase order file allows room for up to 500 purchase orders which are listed in FIFO order, plus more.

Use Level

Length

CATEGORY
Business Basics

Title Pete's Pizzeria Date 1984

Source

\$20--Joint Council on Economic Education
2 Park Avenue
New York NY 10016
212-685-5499

Equipment Apple II, IIe, II+

Supplementary Materials

Description

Quiz game for two players or teams. Intended to follow completion of classroom unit on business. Tests student knowledge of matters concerning finance, advertising, location, product market research and development, and employment; reviews main characteristics of a market economy; provides practice in calculating profit or loss, given dollar values of revenues and costs. Color monitor desirable.

Use Level Grades 7-12

Length

CATEGORY
Business Basics

Title Profit and Loss Date 1982

Source

\$99--Gregg/McGraw-Hill
13955 Manchester Road
Manchester, MO 63011
314-256-2300

Equipment TRS-80 Model III or 4, Apple II, II Plus, IIe, or IIc

Supplementary Materials

Description

This short microcomputer simulation uses a fictional company to stimulate student interest in business concepts while providing practice in problem solving and decision making. Teacher-administered for easy management, it makes an ideal short unit in a wide range of courses including general business, economics, free enterprise, business organization and management, business dynamics, and marketing/DE. Students act as teams of experts advising a company that manufactures modeling clay on how to make the largest possible profit. Each session is carefully structured for maximum learning and ease of teaching. The simulation leads students step-by-step to learn about supply, demand, the effects of advertising, supply curves, the equilibrium point in pricing, and demand curves. Computer printouts of realistic income statements provide feedback. An exciting culminating activity incorporates all the concepts the students have learned.

Use Level

Length five sessions

CATEGORY
Business Basics

Title Pro-Grammar/Pro-Sentence Date 1986

Source

\$44.50--South-Western Publishing Company
355 Conde Street
West Chicago, IL 60185
312-231-6000

Equipment TRS-80 Model III and Model 4, Apple II Plus, Apple IIe, and Apple IIc

Supplementary Materials \$4.60 text/workbook

Description

This new program will help to solve many of your student's language arts problems-- thanks to the microcomputer and this exciting new educational software. This innovative two-diskette/text workbook package emphasizes the application rather than the memorization of grammar rules, provides instant feedback, and includes pretests and posttests to measure student progress. As they learn, students are motivated to apply their skills through the use of animated skills games--a test of knowledge which goes beyond simple fill-in and multiple choice exercises. This educational software package is ideal for use as a supplement in existing courses where grammar and writing are covered, as an individualized grammar and writing review, or in a learning laboratory.

Use Level

Length

CATEGORY
Promotion

Title The Prospector Date _____

Source

\$300--Advanced Analytical Computer Systems
19301 Ventura Blvd., Suite 203
Tarzana, CA 91356
213-708-3917

Equipment IBM PC

Supplementary Materials

Description

This is a sales prospect and follow-up organizer. It supports sales efforts using personal sales calls, keeps a file on customers, assists in direct mail advertising by printing mailing lists, separates regular clients from prospects, maintains supplier lists, and prints mailing labels. All lists can be broken down into subsets based on user-specified criteria.

Use Level

Length

CATEGORY
Promotion

Title Prospector Ver 1.1 Date October, 1982

Source

\$300--Executive Data Systems, Inc.
1845 The Exchange, Suite 140
Atlanta, GA 30339
404-955-3374

Equipment Apple II+, IBM PC, Radio Shack

Supplementary Materials

Description

A completely interactive, on-line sales management data base with instantaneous record access and display. It supports sales efforts using personal sales calls, telemarketing, and direct mail advertising. Typical uses include maintenance of client lists, prospect lists and supplier lists, subsets of which can be extracted at will. It is used to keep a tickler file of prospects to be contacted at specific future times and for storing various types of information about these prospects. Can write a file for use with the mail merge option of Wordstar (or similar word processing programs).

Use Level

Length

CATEGORY

Promotion

Title Prospects VER 1.4 Date January, 1983

Source

\$175--Associated Technology
R.R. 2, Box 448
Estill Springs, TN 37330
615-967-9159

Equipment IBM PC

Supplementary Materials

Description

Tool for tracking prospective customers in the personal service field. Maintains mailing lists, a calendar of events, promotional letters, and prospect data. Information may be located by searches and sorts. The program is recommended to independent consultants and sales managers with less than 5,000 prospects per year.

Use Level

Length

CATEGORY
Business Basics

Title Quiz Writer Date _____

Source

\$165--IDECC: The Ohio State University
1564 West First Avenue
Columbus, OH 43212
614-486-6708

Equipment Apple II

Supplementary Materials

Description

Quiz Writer is a test-authoring software package which allows instructors to create, edit, and modify test questions. It is an extremely easy-to-use package that supports true/false and multiple-choice questions. Quiz Writer will generate printed tests for classroom use or can be used for "on-line" practice and quizzing. Questions are stored on a separate data disk, allowing unlimited expansion of your bank. With Quiz Writer you can generate your own bank of test and quiz items, generate tests and quizzes to meet your needs, and allow students to drill and practice on the computer.

Use Level

Length

CATEGORY
Pricing/Finance

Title Quotation and Pricebook System Date January, 1983

Source

\$125--Microcomputer Technology System
3759 West 170th Street
Torrence, CA 90504
213-329-6463

Equipment Apples

Supplementary Materials

Description

For tool and parts manufacturers to keep track of large numbers of telephone price quotations and order. Allows the tool or part manufacturer to quickly retrieve information on past price quotations or orders and maintain a pricebook history of orders. Will store up to 4000 tools or parts, yet is able to retrieve information within 2-4 seconds.

Use Level

Length

CATEGORY

Operating

Title Restaurant Inventory Control and Cost
Analysis Program

Date _____

Source

No price given; contact vendor--Advanced Analytical Computer Systems
19301 Ventura Blvd., Suite 203
Tarzana, CA 91356
213-708-3917

Equipment IBM PC

Supplementary Materials

Description

This program maintains a perpetual inventory and supply reorder lists and provides the capability to conduct a food cost analysis, sales mix analysis, and a current menu item cost and analysis. As the inventory control detects an upcoming shortage, a list of food item reorders is generated along with printed purchase orders. This program can be used in all types of restaurants and bars. Vendor/supplies lists are maintained and can be updated as needed.

Use Level

Length

CATEGORY

Distribution

Title Retail Inventory Program Date _____

Source

\$79.95--Rainbow Computing, Inc.
9719 Reseda Blvd.
Northridge, CA 91324
213-349-0300

Equipment Apples

Supplementary Materials

Description

Saves information on up to 375 stock items. Features include calculation of total inventory value; lists up to three vendor/items, and more. Lists number in stock and tells if minimum or maximum quantities have been exceeded. Tells how many items have been bought and sold in the present time period and what they cost. Keeps track of the inventory value using the average value of an item (FIFO and LIFO). Keeps track of up to three outstanding orders per item including quantity on an order, date of order, purchase order number, and vendor. Prints either a summary for the present time period or a listing of the quantity on hand, status, and number on order for each item.

Use Level

Length

CATEGORY

Promotion

Title Sales Analysis Date _____

Source

\$250--Computech Group, Inc.
 Main Line Industrial Park
 Lee Blvd.
 Frazer, PA 19255
 215-644-3344

Equipment IBM PC

Supplementary Materials

Description

Produces useful reports to aid in management planning, sales forecasting, promotional items, and commission tracking. Features include: the ability to create salesman records for use in invoicing, sales commission reports, summary and detailed sales reports with gross margins by customer and inventory items. Sales reports can be summarized at the product class and the customer class level. Sales reports are optionally comparative with the same period of the prior year and on-screen inquiry, by salesman, shows sales, cost of goods sold for current period, and year to date.

Use Level

Length

CATEGORY

Promotion

Title Sales Analysis Management Date _____

Source

\$59.95--Timeworks, Inc.
 P.O. Box 321
 444 Lake Cook Road
 Deerfield, IL 60015
 800-323-9755

Equipment Commodore 64

Supplementary Materials

Description

Provides all the tools necessary to maintain, control, and manage all aspects of your sales history. Easily accessed and easily changed. Customer information and sales information displays work in conjunction with each other. This system contains two programs: a customer master file for each account and a sales history file for each customer invoice. Each time you sell merchandise, you will enter the information into your computer. Your sales history can be as current as you wish to make it. Detailed information on which of your products bring in the most dollars and where and on whom you should concentrate your efforts to maximize sales becomes readily available.

Use Level

Length

CATEGORY

Promotion

Title Sales CTRL Date November, 1983

Source

\$299--Computer Task Group
800 Delaware Avenue
Buffalo, NY 14209
716-882-8000

Equipment IBM PC

Supplementary Materials

Description

Integrated sales and marketing management system. Is designed to track prospects, customers, clients, alumni, donors, etc. This system integrates list management, data base, report writing, word processing, and telemarketing functions into one system.

Use Level

Length

CATEGORY

Promotion

Title Sales Edge Date December, 1983

Source

\$250--Human Edge Software Corporation
 2445 Faber Place
 Palo Alto, CA 94303
 800-624-5227

Equipment Apples, Radio Shack Tandy 2000, IBM PC

Supplementary Materials

Description

Helps salesperson present him/herself and product in manner most appealing to prospective customer. It will help increase productivity by helping the salesperson adjust his/her distinct style to that of the customer, focusing on the latter's unique desires. A user's first session with the program typically requires 20 to 30 minutes. The salesperson can enter intermediate data as the relationship continues over time through visits and telephone calls. After the salesperson has completed the self-assessment and the customer-assessment, the program generates a printed strategy report which includes suggestions on how best to gain the customer's attention, conduct the sales presentation, and most importantly, effectively close the customer. The program articulates the latter from a base of over 15 particular closing strategies. The user can even try likely tactics against a mock customer prepared by the computer. The manual complements the program as training and reference curricula for the sales process.

Use Level

Length

CATEGORY

Promotion

Title Sales Edge for Commodore 64 Date January, 1985

Source

\$79.95--Info-Designs, Inc.
 455 Enterprise Ct.
 Bloomfield Hills, MI 48013
 313-334-9790

Equipment Commodore 64

Supplementary Materials

Description

Helps salesperson present himself and product in manner most appealing to prospective customer. It will help increase productivity by helping the salesperson adjust his/her distinct style to that of the customer, focusing on the latter's unique desires. A user's first session with the program typically requires 20 to 30 minutes. The salesperson can enter intermediate data as the relationship continues over time through visits and telephone calls. After the salesperson has completed the self-assessment and the customer-assessment, the program generates a printed strategy report which includes suggestions on how best to gain the customer's attention, conduct the sales presentation, and most importantly, effectively close the customer. The program articulates the latter from a base of over 15 particular closing strategies. The user can even try likely tactics against a mock customer prepared by the computer. The manual complements the program as training and reference curricula for the sales process.

Use Level

Length

CATEGORY

Promotion

Title Sales Forecast Date _____

Source

\$16.45--Progressive Software
P.O. Box 273
Plymouth Meeting, PA 19462

Equipment Apple II

Supplementary Materials

Description

This program will give you the best forecast using the four most popular forecasting techniques such as linear regression, log trend, power curve trend, and exponential smoothing. The program uses artificial intelligence to make the decision on the best fit and displays all results for manual operation if desired. Requires 16K memory.

Use Level

Length

CATEGORY
Promotion

Title Sales Log **Date** September, 1980

Source
\$44.95--MD Systems, Inc.
1582 Glenlake Road
Hoffman Estates, IL 60195
312-885-8651

Equipment Radio Shack TRS-80 I and III

Supplementary Materials**Description**

This program is a sales entry and analysis for manufacturing representatives in a multi-vendor environment. It reports sales by customer, vendor, and model number. It is designed specifically for representatives with larger orders. Basically limited to 480 entries per disk.

Use Level

Length

CATEGORY
Promotion

Title Sales Plot Date _____

Source

\$50--Resource Software International, Inc.
330 New Brunswick Avenue
Fords, NJ 08863
201-738-8500

Equipment IBM PC and PC jr.

Supplementary Materials

Description

Plots gross sales for a company by month, adjusts the scale of graph to be 100 percent for highest month.

Use Level

Length

CATEGORY
PromotionTitle Salesmac Date September, 1985**Source**

\$150--Superex Business Software
151 Ludlow Street
Yonkers, NY 10705
800-862-8800

Equipment Apple MacIntosh**Supplementary Materials****Description**

Organizes your leads and keeps track of your sales by accounts, commission earned, sales by product, expenses, and appointments. Sales by accounts (month and year), sales by product (month and year). Features include: sales by accounts in dollars, sales by product in units, appointment book, expense reports (mileage, gas, room, meals, transportation, entertainment, telephone), and sales contacts (name of contact, locations, and telephone number).

Use Level**Length**

CATEGORY
Promotion

Title Scrolling and Display **Date** 12/81

Source

\$9.95--Data*Soft of New Hampshire
22 Stevens Avenue
Merrimack, NH 03054
603-424-5217

Equipment Radio Shack TRS-80 I and III

Supplementary Materials**Description**

A computer-driven display advertisement program. Business advertising program or home use to leave obvious messages or just fun computer demonstration use. Messages up to 20 lines in length. Orient the CRT to your audience and let the computer do the talking.

Use Level

Length

CATEGORY

Promotion

Title Sell! Sell! Sell! Training Date _____

Source

\$495--Thoughtware
 2699 South Bayshore Drive
 Suite 1000A
 Coconut Grove, FL 33133
 305-854-2318
 Equipment IBM PC

Supplementary Materials

Description

The first comprehensive sales seminar on your computer. Allows you to find your assets and teaches the skills you need for sales. Shows you sales characteristics, sales skills, and customer. Gives you skills needed to plan for each call, conduct a better call, communicate more effectively, handle objections, and close the sale.

Use Level

Length

CATEGORY
Promotion

Title SOLD! Date _____

Source

\$79.50--Courseware, Inc.
10075 Carroll Canynon Road
San Diego, CA 92131
619-578-1700

Equipment IBM PC jr., PC

Supplementary Materials

Description

Improves user's face-to-face selling skills. Teaches how to plan the call and practice what was taught in the simulated sales call situations. A bonus diskette, Sales Manager, is a database to help the user manage and track customers.

Use Level Senior high to college levels

Length

CATEGORY

Pricing/Finance

Title Specialist IV Date _____

Source

\$95--Compusco
26251 Via Roble
P.O. Box 2325
Mission Viejo, CA 92690
800-824-7888

Equipment Apple II

Supplementary Materials

Description

Cost control for special projects is the purpose of this program. This system allows for bid estimation and budget development for cost accumulation against the budget. Mid-project estimation of costs is necessary to complete the project and detailed reporting. Any project manager responsible for the completion of a project within budget will greatly appreciate this program. The account structure is flexible and can be broken into subelements.

Use Level

Length

CATEGORY

Management/Decision Making

Title Starting a New Business Date December, 1984

Source

\$59.95--Queue
5 Chapel Hill Drive
Fairfield, CT 06432
203-335-0908

Equipment Apple MacIntosh, IBM PC, PC jr.

Supplementary Materials

Description

A simulation in which the player chooses one of three businesses and makes all the decisions necessary to have the business succeed or go bankrupt. Learn the ins and outs of starting a new business venture. Make decisions about trade name, partnership agreement, and incorporation. Budgeting, marketing, inventory, advertising, hiring employees, raising capital, recordkeeping, taxes, and insurance are all covered. Correct decisions can lead to great wealth, incorrect decisions to bankruptcy. This simulation on the trials and tribulations of starting a business will teach as it entertains.

Use Level Junior high through college levels

Length

Class

CATEGORY

Product Development and Research

Title Statistical Analysis Software System Date _____

Source

\$295--Softext Publishing Company
17 East 45th Street
New York, NY 10017
212-986-5985

Equipment IBM PC, PC-XT

Supplementary Materials

Description

A mainframe type statistical package designed to meet all of the needs of the business executives, planners, marketers, students, and professors. In addition to powerful statistical routines, there are extensive database manipulation routines and graphics. The statistics part contains four major sections: descriptive statistics, parametric statistics, non-parametric statistics, and forecasting.

Use Level Senior high/college levels

Length

CATEGORY

Distribution

Title Stockroom Date _____

Source

\$89.95--Monument Computer Service
 P.O. Box 603
 Village Data Center
 Joshua Tree, CA 92252
 800-432-7257

Equipment Apple II

Supplementary Materials

Description

Inventory program and purchasing tool element that keeps track of your stock, its costs, its selling price, and your vendor, and more. The stockroom is a fast terminal type inventory program and purchasing tool element that can keep your stockroom efficient and part of your money making operation. Apple searches files for an item number, an item description, or displays all items supplied by a particular vendor. The purchasing package will help you estimate demand for a new item, estimate stocking levels, and determine order points. When it is time to take inventory, all you have to do is push a few keys.

Use Level

Length

CATEGORY
Management/Decision Making

Title Strategy Date 1986

Source

\$59.50--South-Western Publishing Company
355 Conde Street
West Chicago, IL 60185
312-231-6000

Equipment TRS-80 Model III and Model 4, Apple II Plus, IIe, and IIc; IBM PC

Supplementary Materials Text-workbook \$2.40

Description

Provides an ideal learning environment in which to apply accounting and marketing principles. Acting as lumber mill owners, students compete as teams or individuals in attempting to produce the largest net income. No prior computer experience is required to use this simulation, which illustrates various relationships that exist between computers and the business world. Students gain valuable experience in making business decisions with the help of computer-produced financial statements including a Statement of Manufacturing Costs, Income Statement, Analysis of Cash, and Balance Sheet. These statements also help learners determine the final net worth of their businesses.

Use Level Senior high level

Length 25 to 30 class hours

CATEGORY
Product Development and Research

Title Telephone Survey **Date** October, 1982

Source

\$35--Persimmon Software
502 C. Savannah Street
Greensboro, NC 27406
919-275-5824

Equipment Apple II+

Supplementary Materials

Description

Performs computer assisted telephone interviewing. The user is guided through the steps of entering survey questions and ensures the telephone exchanges. The program then randomly generates and dials phone numbers, prompts the operator with questions, and answers and records and summarizes responses. Random telephone number generation and dialing can be bypassed if desired.

Use Level

Length

CATEGORY
Product Development and Research

Title Telofacts Date _____

\$49.95--Dilithium Press Software **Source**
 8285 SW Nimbus #151
 P.O. Box 606
 Beaverton, OR 97075
 800-547-1842

Equipment Apples and IBM PC

Supplementary Materials

Description

Used to gather opinions, resume information, marketing data, survey data, and other question/answer information quickly. The professional who seeks answers from multiple respondents and then needs to organize those answers can benefit from Telofacts. School administrators, local governments, marketing consultants, advertising agencies, media consultants, hotel managers, sales managers, fund raisers, and educators can all take advantage of this program's capabilities. Telofacts is used for getting answers to questions. Anytime the user gathers a large number of answers and needs them tabulated and analyzed quickly, Telofacts is ready. Some possible uses include telephone polls, academic testing, academic research, resume evaluation, "straw polls," local census, media audience research, opinion polls, and market surveys. It guides the user on how to design the questionnaires and helps gather the valuable information. Then it shows how to enter questions, enter answers, and choose how answers will be analyzed and displayed from a generous program menu.

Use Level

Length

CATEGORY
Management/Decision Making

Title Universal Business Machine Date _____

Source

\$89.95--The Software Toolworks
14478 Glorietta Drive
Sherman Oaks, CA 91423
213-986-4885

Equipment Apple II; Radio Shack TRS II

Supplementary Materials

Description

Includes cash flow analysis, proforma profit and loss and balance sheet, sales fore-caster, job cost estimator, and source and use fund. Apple, TRS-80 user pro-grammable. Computing system structured around a 20 row x 20 column table. Table elements can be multiplied, divided, subtracted, or added to any other element. User can define repeated functions common to a row or column greatly simplifying table setup. Hundreds of unique computing machines can be defined, used, stored, and recalled with or without old data, for later use. Excellent for sales forecasts, engineer-ing design analysis, planning, analysis or reporting problem that can be solved with a table. Unique cursor to move any element.

Use Level

Length

CATEGORY

Promotion

Title Window Ads Date January, 1983

Source

\$49.95--Associated Technology
R.R. 2, Box 448
Estill Springs, TN 37330
615-967-9159

Equipment IBM PC

Supplementary Materials

Description

Produces large-type window ads for retail stores. The largest character size is 8 inches and ads are printed on regular printer paper. Ads up to 100 feet in length are possible.

Use Level

Length

CATEGORY
Business Basics

Title The World of Economics Date 1986

Source
\$44.59--South-Western Publishing Company
355 Conde Street
West Chicago, IL 60185
312-231-6000

Equipment TRS-80 Model III and Model 4, Apple II Plus, IIe, and IIc, IBM PC

Supplementary Materials Text-workbook \$5.00

Description

Introduces students to the economic concepts identified by the Master Curriculum Guide of the Joint Council on Economic Education. The package, which includes a text-workbook, Teacher's Manual, and 3 independent diskettes, is designed for computer-assisted instruction of individuals or groups. Each diskette includes a tutorial; a simulation activity that can be used by one or more students; and a teacher's utility segment for student recordkeeping purposes. The diskette titles include (1) Introduction to Economic Concepts; (2) Microeconomics; and (3) Macroeconomics. This versatile program can be used to supplement high school economics courses; to add basic economic concepts to other secondary business education and social studies courses; and to teach key economic concepts in schools not currently offering economic education. For maximum flexibility, each diskette can be used independently.

Use Level Senior high level

Length